What is claimed is:

1.   A three-dimensional advertisement system, comprising:

a server which sends an instruction to at least one client connected to said server through a network to show an advertisement; and

said at least one client which displays a three-dimensional virtual space, and shows a

5 three-dimensional advertisement to be moving, in a predetermined position within the three-dimensional virtual space, in accordance with the instruction which is sent from said server through a network.

2.   The three-dimensional advertisement system according to claim 1, wherein said at least one client includes:

a display which displays the three-dimensional virtual space showing an avatar which is a graphical representation of a user in a virtual space; and

5   a controller which determines a position where the advertisement is shown in the three-dimensional virtual space, in accordance with a position and/or direction of the avatar, and controls said display to show the advertisement in the determined position.

3.   The three-dimensional advertisement system according to claim 1, wherein said at least one client includes:

a memory which stores data regarding the advertisement;

a display which displays the three-dimensional virtual space; and

5   a controller which controls said display to display the advertisement in a predetermined position within the three-dimensional space using the data stored in said memory.

4.   The three-dimensional advertisement system according to claim 3, wherein:

said memory stores, as the data regarding the advertisement, model data of a target item to be advertised and outline data indicating a type of the item to be advertised and movement of an image of the item; and

5   said controller controls said display to show a three-dimensional advertisement to be

moving, using the model data and outline data.

5. The three-dimensional advertisement system according to claim 4, wherein said memory further stores, as the data regarding the advertisement, voice data representing back music and/or catch phrase of the advertisement.

6. The three-dimensional advertisement system according to claim 4, wherein:

said memory stores a plurality of pieces of outline data which are identified by outline IDs, respectively;

said server sends a predetermined outline ID to said at least one client; and

5 said controller controls said display to display a predetermined advertisement, in accordance with one piece of the plurality of pieces of the outline data which is identified by the outline ID sent from said server.

7. The three-dimensional advertisement system according to claim 6, wherein said server includes:

a timer which measures a predetermined period of time; and

a transmission unit which sends a predetermined outline ID to said at least one client, 5 every time the predetermined period of time measured by said timer elapses.

8. A three-dimensional advertising server, comprising:

a timer which measures a predetermined period of time; and

a transmission unit which transmits a signal for instructing at least one client to show a three-dimensional advertisement to be moving to said at least one client, every 5 time the predetermined period of time measured by said timer elapses, and said at least one client being connected to said three-dimensional advertising server through a network, displaying a three-dimensional virtual space, and showing the three-dimensional advertisement in a predetermined position within the three-dimensional virtual space.

9. A three-dimensional advertisement display device, comprising:

a memory which stores data regarding a three-dimensional advertisement to be moving;

a display which displays a three-dimensional virtual space; and

5   a controller which controls said display to display a three-dimensional advertisement to be moving using the data stored in said memory, in a predetermined position within the three-dimensional virtual space, in response to an instruction sent from a server connected to said three-dimensional advertisement display device.

10.   The three-dimensional advertisement display device according to claim 9, wherein:

said display displays a three-dimensional virtual space showing an avatar which is a graphical representation of a user in a virtual space; and

5   said controller determines a position where the ad is shown within the three-dimensional virtual space, in accordance with a position and/or direction of the avatar, and controls said display to display the ad in the determined position.

11.   The three-dimensional advertisement display device according to claim 9, wherein:

said memory stores, as the data regarding the ad, model data of a target item to be advertised and outline data indicating a type of the item to be advertised and movement of 5 an image of the ad; and

said controller controls said display to display a three-dimensional advertisement to be moving using the model data and outline data.

12.   The three-dimensional advertisement display device according to claim 11, wherein said memory further stores, as the data regarding the ad, voice data representing back music and/or a catchphrase of the ad.

13.   A method for displaying a three-dimensional advertisement, comprising:

sending an instruction from a server to at least one client, connected to said server through a network and displaying a three-dimensional virtual space, to show an ad; and

displaying, on said at least one client, a three-dimensional advertisement to be 5 moving, in a predetermined position within the three-dimensional virtual space, in

accordance with the instruction of said server.

14.   The method according to claim 13, wherein said displaying the three-dimensional advertisement includes:

displaying, on said at least one client, a three-dimensional virtual space showing an avatar which is a graphical representation of a user in a virtual space;

5   determining, in said at least one client, a position where to show the three-dimensional advertisement in the three-dimensional virtual space, in accordance with a position and/or direction of the avatar; and

displaying, on said at least one client, the three-dimensional advertisement in the determined position.

15.   The method according to claim 13, wherein said displaying the three-dimensional advertisement includes displaying, on said at least one client, the three-dimensional advertisement in a predetermined position within the three-dimensional virtual space, using data regarding the three-dimensional advertisement and being 5 supplied in advance.

16.   The method according to claim 15, wherein said sending an instruction includes:

measuring, in said server, a predetermined period of time; and

sending, from said server, a signal for instructing said at least one client to show the 5 three-dimensional advertisement, every time said predetermined period of time elapses.

17.   A program for controlling a computer to function as a three-dimensional advertisement display device comprising:

a timer which measures a predetermined period of time; and

a transmission unit which transmits a signal for instructing at least one client to 5 show a three-dimensional advertisement to be moving to said at least one client, every time the predetermined period of time measured by said timer elapses, and said at least one client being connected to said computer through a network, displaying a three-

dimensional virtual space, and showing the three-dimensional advertisement in a predetermined position within the three-dimensional virtual space.

18. A program for controlling a computer to function as a three-dimensional advertisement display device comprising:

a memory which stores data regarding a three-dimensional advertisement to be moving;

5   a displaying which displays a three-dimensional virtual space; and

a controller which controls said display to display a three-dimensional advertisement to be moving, in a predetermined position within the three-dimensional virtual space using the data stored in said memory, in response to an instruction sent from a server connected to said computer through a network.